



## WORKSHOP DESCRIPTIONS

### **Analyzing Workforce Intelligence at the Local Level**

How “local” does LMI have to be before you can confidently use it to make your program decisions? Our panelists will share individual circumstances when LMI was/is needed at a statewide, regional, county, city, ZIP code and/or census tract level to make program and or planning decisions and how it affected their decision-making process based on what was/is actually available. Can we standardize “local level” LMI and still meet the customer’s business needs?

*Convener: Cynthia Solorio, Research Analyst, California Employment Development Department*

*Facilitator: Cynthia Solorio*

*Speakers:*

- *Diego Haro, Deputy Director, Workforce Development Branch, California Employment Development Department*
- *Dixie Sommers, Executive Director, Workforce Information Council, Ohio State University*
- *Meggan Mensinger, Labor Market Research Coordinator, City of Long Beach, Workforce Development Bureau, California*

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### **Building Career Ladders in Demand Industries**

Career Ladders can be helpful to job seekers, employers, training providers, and policy makers in identifying career paths, and educational and experience requirements for jobs in high-demand industries. This session will explore the concept of career ladders, and how they may be useful to industries in finding qualified candidates for hard-to-fill vacancies and in opening doors to job seekers to careers with futures.

*Convener: John Billington, Research Manager, California Employment Development Department*

*Facilitator: Sandy Kirschenmann, Director, Workforce and Economic Development, Los Rios Community College, California*

*Speakers:*

- *Dr. Wallace Walrod, Vice President, Orange County Business Council, California*
- *Anette Smith-Dohring, Sutter Health, California*
- *Rick Spill, National Skill Standards Board*

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### **Industry Clusters**

Industry Cluster analysis can be instrumental in understanding a regional economy and in planning for economic development in a region. This session will discuss the potential of industry cluster analysis in economic development and examine how some existing industry cluster analysis projects are being used for regional analysis.

*Convener: Tamara Garcia, Research Manager, California Employment Development Department*

*Facilitator: Ted Bradshaw, Economist, University of California, Davis*

*Speakers:*

- *Matt Eary, Economist, San Diego Association of Governments*
- *Randy Murphy, Center for Workforce Information and Analysis, Pennsylvania Department of Labor and Industry*

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### ***Interstate Data Sharing***

Do your customers need Labor Market Information for other states? Whether responding to an employer considering a new site location, evaluation performance measures, or analyzing an area that crosses state boundaries, we all need ready access to other state information. Hear the latest about working together to provide quality information to our many customers.

*Convener: Mary Ann Regan, Director, Pennsylvania Department of Labor and Industry*

*Facilitator: Mary Ann Regan*

*Speakers:*

- *Gerry Bradley, Manager, Economic Research and Analysis Bureau, New Mexico Labor Department*
- *Jeff Nall, Administrator, Policy and Information Division, Iowa Workforce Development*
- *Maria Colavito, Esq., CESER, WRIS, Contractor*

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### ***National Perspectives***

Federal partners from the Department of Labor will discuss the States' role in designing and building a workforce intelligence system. The results of recent focus groups on the Workforce Investment Act (WIA) will be presented. Also, the findings of *"The Competitive Challenge: Building a World-Class Workforce"* will be discussed.

*Convener: Richard Holden, Assistant Deputy Director, Legislative Affairs and Labor Market Information Branch, California Employment Development Department*

*Facilitator: Sam Rodriguez, Chief Deputy Director, California Employment Development Department*

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### ***Opening Remarks***

California officials join the NASWA Labor Market Information Chair and our federal partners in opening the Workforce Intelligence Summit 2002. Stephen Levy with the Center for the Continuing Study of the California Economy will speak about *"Shared Prosperity in the California Economy: Lessons for the Nation"*.

*Convener: Richard Holden, Assistant Deputy Director, Legislative Affairs and Labor Market Information Branch, California Employment Development Department*

*Facilitator: Michael Bernick, Director, California Employment Development Department*

*Speakers:*

- *Maren Daley, Executive Director, Job Service of North Dakota and Chair, NASWA LMI Committee*
- *Stanley P. Stephenson, Regional Commissioner of San Francisco Bureau of Labor Statistics*
- *Kari L. Dohn, Director of Policy and Senior Advisor to California Governor, Gray Davis*
- *Stephen Levy, Director and Senior Economist of the Center for Continuing Study of the California Economy*

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### **Performance Management Intelligence**

From performance measurement to performance management... how can states and local areas build the knowledge base necessary to drive a successful system of workforce development? Panelists discuss efforts by state to transform data to information for a variety of audiences.

*Convener: Megan Juring, California State Workforce Investment Board Staff*

*Facilitator: Frank Quintero, California State Workforce Investment Board*

*Speakers:*

- *Barry Goff, Ph.D., Charter Oak Group, Connecticut*
- *Duane Whitfield, Florida Education and Training Placement Information Program*
- *Dr. Richard Moore, California State University, Northridge*

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### **Regional Planning**

Regional planning is an increasingly vital part of workforce development and other public matters. Join this panel of experts as it discusses how to use LMI and other data sources to get the most out of scarce public planning resources while still allowing for the individual needs of communities within the region.

*Convener: Peter Paul, Research Manager, California Employment Development Department*

*Facilitator: Trish Kelly, Program Consultant, California Center for Regional Leadership*

*Speakers:*

- *Donna DeWeerd, Director, North Bay Employment Connection, California*
- *Dr. Paul Fassinger, Director, Research and Analysis, Association of Bay Area Governments, California*
- *Tracey Brown, Contra Costa Workforce Investment Board, and, EASTBAY Works, California*

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### **Re-Training/Upgrading Skills**

Now, more than ever, the American workforce must be able to cope with frequent change and constant uncertainty in the employment world. Our challenge is to implement programs that provide access to the right tools and training to reduce the negative consequences of business uncertainty and enable workers to exercise greater control over their career development.

*Convener: Brendan Kelly, Research Manager, California Employment Development Department*

*Facilitator: Beverly Odom, California Workforce Investment Board*

*Speakers:*

- *Corey Kidwell, Executive Director, Bay Area Information Technology Consortium, California*
- *William Walker, Workforce Development Manager, Sacramento Employment and Training Agency, California*
- *Larry Sinor, Chairman of the Sacramento Valley Apprenticeship Coordinators Association, Administrator of the Sheet Metal Workers Training Association*

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### **The Future of Work**

This session will explore changes in America's workforce and labor market through the rest of this decade and beyond. Panelists will discuss the future demand for workers, the skills America's workforce will need to succeed, and changes in the nature of work itself.

Convener: *Brendan Kelly, Research Manager, California Employment Development Department*

Facilitator: *Bob Lanter, California Workforce Association*

Speakers:

- *Michael W. Horrigan, Assistant Commissioner for Occupational Statistics and Employment Projections, Bureau of Labor Statistics*
- *Hans Johnson, Demographer, Public Policy Institute of California*
- *Dr. Ruth Milkman, Institute for Labor and Employment, University of California, Los Angeles*

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### **Trailblazing Research**

This session will give you an opportunity to hear about novel research done in several states concerning Wage Mobility, Supply/Demand Analysis, and Low Wage workers. Also covered will be novel uses of data developed by numerous states in partnership with the Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) Program.

Convener: *Phil Hardiman, Research Manager, California Employment Development Department*

Facilitator: *Dr. Julia Lane, Senior Research Fellow, Longitudinal Employer-Household Dynamics Program, Urban Institute, US Census Bureau, Washington, DC.*

Speakers:

- *Mike O'Connell, Florida Department of Labor*
- *Dr. Akhtar Khan, Research Program Specialist, California Employment Development Department*
- *Les Janis, Director, Georgia Career Information Center, Georgia State University*

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### **User-Friendly Web Sites**

Visualize an encyclopedia with so many volumes that it cannot fit in the largest library. Now visualize that it isn't organized alphabetically! How can you find and use the information you need? Does this scenario also ring a bell for those Internet web sites you try to use--perhaps the one sponsored by your own organization? Join visionaries, experts in product usability and crusaders for a new order of usable Internet in this exploration of user-friendly web sites.

Convener: *Bonnie Graybill, Research Manager, California Employment Development Department*

Facilitator: *Bonnie Graybill*

Speakers:

- *Brock Allen, Ph.D., Professor of Educational Technology, San Diego State University*
- *Greg Weeks, Ph.D., Director of the Labor Market and Economic Analysis Branch, Washington State Employment Security Department, Workforce Informer Project Lead*
- *Robert M. Wilson, President, R.M. Wilson Consulting, Certified Usability Analyst*
- *Wendy Lazarus, M.PH, Founder and Director of the Children's Partnership, Author: On-Line Content for Low-Income and Underserved Americans, and the Digital Divide's New Frontier*

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### **What Customers Want**

Economic and workforce data collection, analysis and dissemination is an essential ingredient in linking state, regional and local economic development activities to workforce preparation services. Comprehensive and easily accessible data helps business, economic developers, and workforce preparation providers understand and meet the needs of the rapidly changing economy. But specifically, what do these customers want, and why? This session seeks the answer to those questions.

Convener: Rona Sherriff, Senate Office of Research, California

Facilitator: Patrick Johnston, California State Senator (Retired)

Speakers:

- Sandra Brown, Employment Services Supervisor, Sacramento Employment & Training Agency, California
- Jean M. Ross, Executive Director, California Budget Project
- Kathleen A. Milnes, Senior Vice President, Workforce & Economic Development, Entertainment Industry Development Corporation
- Robert G. Burris, Deputy Director, Sacramento Area Commerce & Trade Organization

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### **WIB's & Workforce Intelligence**

Local WIBs need Workforce intelligence to carry out their mission successfully. Are local WIBs “plugging in” Workforce intelligence to their strategic planning and action? This session will discuss local WIBs experiences and perspectives in using workforce intelligence and what’s on their minds.

Convener: Jay Mousa, Director, Office of Research & Statistics, Minnesota Department of Economic Security

Facilitator: Paul Gussman, Deputy Director, California Workforce Investment Board

Speakers:

- Martin Adams, President, Twin Cities Economic Development Group, Illinois
- Margo West, Orange County Workforce Investment Board, California

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### **Workforce Development – More than Just Job Training Programs**

Workforce development consists of more than just matching job training programs with needy participants. The broader picture would include establishing a connection between labor market information (workforce intelligence), varying levels of the education community, and workforce development providers.

Convener: Tim Taormina, California Employment Development Department

Facilitator: Keith Lee, Associate Administrative Officer, San Bernardino County, California

Speakers:

- Bob Cumming, Director of Workplace Learning Resource Initiative, Economic Development Network, California Community Colleges
- Dr. Bette Felton, Interim Dean, California State University Hayward, Contra Costa Campus,
- Margie High, Director, Basic Skills and Special Programs, Mt. San Antonio College

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### **Workforce Intelligence 101**

A variety of experiences in and approaches for training front-line workforce development professionals about LMI will be presented. Items to be discussed will include what topics to cover, how to cover them, and making training effective.

Convener: Joe Ward, LMI Institute, South Carolina

Facilitator: Greg Weeks, Ph.D., Director of the Labor Market and Economic Analysis Branch, Washington State Employment Security Department, Workforce Informer Project Lead

Speakers:

- Melanie Arthur, CESER Master Trainer
- Joel Hessing, Research Manager, California Employment Development Department
- Greg Weeks, Ph.D., Director of the Labor Market and Economic Analysis Branch, Washington State Employment Security Department

- *Karen Leahy, Operational Support Manager, Pennsylvania Center for Workforce Information and Analysis*

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### **Workforce Intelligence for Career Exploration**

This session will explore the tools needed by jobseekers to launch their careers. Such tools must be easily accessible, simple, appealing and effective. What should be the role of workforce intelligence professionals in guiding the career exploration process?

*Convener: Ken Budman, Research Manager, California Employment Development Department*

*Facilitator: Ron Cubit, Manpower Development Specialist, U.S. Department of Labor, Employment and Training Administration*

*Speakers:*

- *Jay Mousa, Research & Statistics Director, Minnesota Department of Economic Security*
- *Douglas Reamer, Principal Statistician, New York Department of Labor*
- *Sumyyah Bilal, Chief Executive Officer, EUREKA*
- *Charlsey Cartwright, Executive Director, California Career Resources Network*

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### **Workforce Intelligence Partners**

What data and information do you use for strategic planning and policy development? This session discusses sources and used of labor and economic data and information for program planning and policy development.

*Convener: Edward Kawahara*

*Facilitator: Trish Kelly, Program Consultant, California Center for Regional Leadership*

*Speakers:*

- *James R. King, Consultant, California*
- *Gus Koehler, Economic Development Network, California Community Colleges*
- *Edward Kawahara, California Trade and Commerce Agency*

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### **Workforce Intelligence Services to Employers**

What services are available to employers? This session will present information on LMI products and services provided to the employer community and the issues faced by workforce intelligence professionals in designing and delivering those products and services.

*Convener: Spencer Wong, Research Manager, California Employment Development Department*

*Facilitator: Dixie Sommers, Executive Director, Workforce Information Council, Ohio State University*

*Speakers:*

- *Jay Mousa, Research & Statistics Director, Minnesota Department of Economic Security*
- *George Nazer, Director, Economic and Labor Market Information Bureau, New Hampshire Department of Employment Security*
- *Graham Slater, Manager, Research and Employment Service Programs, Oregon Employment Department*
- *Phillip George, Director, Labor Market Information Center, South Dakota, Department of Labor*